

Caring: Our new brand

Geisinger Health System recently announced the launch of a new brand identity and educational campaign to build awareness of its commitment to kindness and compassion. The health system – including Geisinger Health Plan (GHP) – launched a multi-faceted communications program to introduce the community to Geisinger’s unique story.

The campaign will be in newspapers, radio, billboards and social media throughout Pennsylvania and southern New Jersey. On Super Bowl Sunday, new television commercials debuted regionally introducing the new Geisinger slogan: “Caring: It’s such an old idea it almost seems brand new.” This theme will carry throughout the new brand identity.

Over the next six to eight months, GHP will introduce the brand as well. You’ll notice we already updated our newsletter, but the content hasn’t changed. It’s still the same publication you can rely on for the latest news and updates that impact your business. Our logo has changed, but our commitment to providing quality care and excellent care remains the same.

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The Business Update is published quarterly by Geisinger Health Plan and serves as an informational resource for employers and brokers. Comments are welcomed. Please email businessupdate@thehealthplan.com.

Geisinger Health Plan may refer collectively to Geisinger Health Plan, Geisinger Quality Options, Inc., and Geisinger Indemnity Insurance Company, unless otherwise noted.

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“Cadillac” tax delayed

In December 2015, President Obama signed the Consolidated Appropriations Act which delayed the “Cadillac” tax from 2018 to 2020. As part of the Affordable Care Act (ACA), this tax will impose a 40% excise tax on high-cost employer-sponsored health plans as a way to reduce rising health care costs and address the tax benefits of offering less valuable health care.

Businesses that exceed a dollar threshold for employer-sponsored coverage will be affected. As of today, the thresholds are \$10,200 for employees with individual coverage and \$27,500 for employees with spouse or family coverage. Please note, the threshold amounts are expected to change before the tax takes effect in 2020.

What does this mean for your business?

- **For small and large businesses:** It is the responsibility of the business to calculate and report the excise tax to your health insurance carrier and the IRS, but your health insurance carrier will pay the tax.
- **For businesses with a health or medical savings account:** It is the responsibility of the business (or

account sponsor) to calculate and report the excise tax to their health insurance carrier and the IRS. The business (or account sponsor) is also responsible for paying the tax.

For more information and additional guidance, please visit [IRS.gov/Affordable-Care-Act/Affordable-Care-Act-Tax-Provisions](https://www.irs.gov/Affordable-Care-Act/Affordable-Care-Act-Tax-Provisions).



Group size certification

You may have recently received a group size certification form from us. **It is important that you fill out and return this form to GHP.** Returning the form in a timely manner will help us in processing your renewal and ensuring the entire enrollment and renewal process runs smoothly for you and your employees.

As a reminder, GHP is required to follow regulations based on employer group size under the ACA. We use this group size certification form to determine whether a business qualifies for Marketplace coverage, as well as what rating methods should be used to determine premium rates.

If you have questions, please call us at [800-554-4907](tel:800-554-4907).

Why wellness works

Employee success at Borton Lawson

An employee from Borton Lawson—an engineering and architecture firm in Wilkes-Barre—experienced life-changing success because of the GHP incentive-based wellness program that was implemented at his company.

In May 2015, Chuck B., a senior mechanical designer at Borton Lawson, began coaching sessions with Sara Jarinko, GHP wellness specialist and health coach. Since then, Chuck has lost 24 pounds and is committed to a healthier lifestyle. He now follows a healthy, whole foods diet and exercises at least three days a week. Chuck also cut out junk foods and is replacing them with more fruits and vegetables.

Because of this not only has Chuck succeeded in losing weight, but his cholesterol levels have also improved. In April 2015, his total cholesterol was at 207. As of August 2015, Chuck's cholesterol was at 156.

What started as an effort to meet his company's incentive goals now means so much more to Chuck. His wife and children are now involved with his fitness and have become more active—so much so that Chuck's wife now follows his diet and exercise plan.

Sara, Chuck's health coach, is thrilled with his success. "Chuck is doing exceptional with his progress, and I couldn't be happier with his determination and drive to improve his health—not only for himself but also for his family," she said.

If you are interested in learning more about GHP's wellness programs, please contact our wellness team at [866-415-7138](tel:866-415-7138).



Photo: Chuck B., Borton Lawson employee, proves hard work pays off. **Left:** Chuck before starting his GHP wellness program. **Right:** Chuck at the end of the program, losing 10.5 inches overall.

"Chuck is doing exceptional with his progress, and I couldn't be happier with his determination and drive to improve his health—not only for himself but also for his family."

- Sara Jarinko, GHP wellness specialist

Geisinger

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- Save up to \$15 on single day tickets. These tickets are “good-any-day” admission tickets.
- Family Fun Days (June 24-26, August 19-21): One-day admission tickets are \$28.50, plus taxes and fees.

Hersheypark

Purchase tickets at <http://tinyurl.com/ghp2015>.

Use promotion code 12871.

- Before July 5, members receive \$20.85 off one-day admission.
- Starting July 5, members receive \$14.85 off one-day admission.

All discounts above only apply to tickets purchased online.

To access our Accessories Program page online, log into TheHealthPlan.com, select “Member Health & Wellness,” and click on “Accessories Program.”

Dutch Wonderland

Purchase tickets through the link on our Accessories page.

- Single day admission tickets are \$32.99, plus taxes and fees.

